Higher National Unit specification

General information for centres

Unit title: Art and Design: Interactive Media

Unit code: F1EB 35

Unit purpose: This Unit is designed to prepare the candidate for the creative and aesthetic elements of interactive media. It is intended that the candidate will undertake a project that is aimed at developing their creative, analytical, research, and aesthetic art and or design skills in relation to the production of a interactive media project.

On completion of the Unit the candidate should be able to:

1   Research and develop a concept in response to a given brief.
2   Implement a solution to an art or design brief using interactive media.

Credit points and level: 1 HN credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.

Recommended prior knowledge and skills: Access to this Unit is at the discretion of the centre. However, candidates should be proficient in the use of a computer, and have experience of using it in the context of an art and design project. This may be evidenced by the possession of relevant HN Units at SCQF level 7, or by the possession of similar qualifications or experience.

Core Skills: There are opportunities to develop the Core Skills of Information Technology and Problem Solving at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: This Unit will be assessed by means of:

♦   sketchbook based research and development
♦   completed interactive media solution to the given brief

Higher National Unit specification: statement of standards

Unit title: Art and Design: Interactive Media

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Research and develop a concept in response to a given brief

Knowledge and/or Skills

- Interpretation of a brief
- Research
- Initial concept sketches

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- correctly interpret the requirements of a creative brief
- undertake research in relation to the creative brief
- produce a minimum of three initial concept sketches based on interpretation of the brief and research findings
- produce detailed sketchbook-based work showing the development of the interactive media project

Evidence of research and interpretation should be contained within the folio of sketchbook-based research and development work.

Assessment Guidelines

Assessment of this Outcome should place emphasis on the candidate's creative abilities with respect to interpretation of the given brief, extent of research, and development of an initial idea.

Higher National Unit specification: statement of standards (cont)

Unit title: Art and Design: Interactive Media

Outcome 2

Implement a solution to an art or design brief using interactive media

Knowledge and/or Skills

♦ Asset production
♦ Authoring
♦ Implementation of user interactions and feedback
♦ Publishing

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

♦ use appropriate media creation/editing software applications to produce a range of media assets
♦ ensure all media assets are correctly prepared
♦ import all media assets into a interactive media project
♦ use an interactive media authoring application to create a finished art or design project
♦ use behaviours and/or custom scripting to implement user interactions and user feedback for a finished art or design project
♦ use publish settings of an interactive media authoring application which are appropriate to the target delivery medium
♦ present the completed interactive media project using an appropriate medium

Evidence may be presented in any suitable interactive format.

Assessment Guidelines

Assessment of this Outcome should place emphasis on the candidates technical abilities with respect to understanding the technical processes involved and implementing the final solution to an acceptable standard of production.

Administrative Information

Unit code: F1EB 35

Unit title: Art and Design: Interactive Media

Superclass category: JA

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Version	Description of change	Date

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Higher National Unit specification: support notes

Unit title: Art and Design: Interactive Media

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is intended to help candidates develop an ability for creative expression and technical proficiency using interactive media and to communicate a concept using multiple media types. Candidates will develop a greater understanding of the ways in which a range of visual media (both static and moving) and audio media can be integrated to provide a rich and expressive language. Candidates will also develop a greater understanding of how media may be creatively combined with user interactions and user feedback to produce compelling experiences for the viewer.

Outcome 1 requires candidates to interpret a creative brief. To accomplish this candidates will be expected to undertake background research which may encompass investigation of examples of interactive media, background research into the subject matter of the given brief, investigation of a range of styles of interaction and navigation commonly used in interactive media and investigation of technical issues related to interactive media. Candidates should be encouraged to fully explore all of these aspects to ensure a suitable frame of reference for progressing the design and development of the interactive media solution.

Class tutors may direct candidates towards specific examples of interactive media and useful sources of information. Candidates should record the results of their investigations and their initial ideas for the response to the brief in a sketchbook.

Outcome 1 also requires candidates to originate three initial concepts in response to the given brief. In discussion with the class tutor candidates will select one concept to progress to a fully developed solution. This development process will involve substantial sketchbook activity and class tutors should be satisfied that sufficient development work has been undertaken before encouraging the candidate to progress to Outcome 2. Development work will include the use of type, colour, layout, format, media, linear narrative, non-linear narrative, navigational structure and interaction.

In **Outcome 2** candidates will produce an interactive media solution to the given brief based on prior research and development from Outcome 1. Candidates should be encouraged to make full use of a range of media types and interaction styles and to combine these in creative ways. Outcome 2 encourages the candidate to develop technical skills in working with a range of media types and in assembling and delivering an interactive media project on a suitable medium. Candidates should correctly prepare media assets with respect to properties such as image scale, image resolution, colour space, image compression, cropping, file size, video compression, video frame rate, video frame size and audio compression. Use of the interactive media authoring application will demonstrate screen layout, layering of assets, and flow of narrative, timing, transitions and effects and optimisation of performance.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Interactive Media

Guidance on the delivery and assessment of this Unit

This Unit has been developed as part of the HND Computer Art and Design Award. It is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Opportunities may be taken to link or integrate with other aspects of the course and a thematic approach adopted for both delivery and assessment.

Candidates may require a lot of support with this Unit. In the early stages they will require support understanding the nature of the task and class tutors should be prepared to direct candidates towards examples of interactive media that demonstrate the extent of the possibilities available to candidates. In the latter stages candidates may require practical technical support in order to manage the integration of multiple media types and assembly of the interactive media project. Candidates should be encouraged to meet the class tutor at regular intervals in order that support may be given and to ensure the validity of the candidate's work. Candidates should be encouraged to give equal consideration to the creative and technical aspects of interactive media.

In **Outcome I** the candidate should demonstrate that the creative brief has been clearly interpreted. To achieve this the candidate should produce sketchbook work, which documents their interpretation of the brief and the findings of research carried out in relation to the brief. The research findings should indicate that that the candidate has researched the subject matter of the brief, considered examples of other interactive media projects, and researched a range of input and feedback styles. This could include point and click, click and drag, drag and drop, keyboard input, mouse input, button states, sound effects, screen transitions, and cursor changes.

The sketchbook work should include a minimum of three initial concept sketches demonstrating alternative responses to the brief. The sketchbook work should also include substantial development work in which the candidate should explore screen compositions and layouts using thumbnail and full size sketches. The development work will demonstrate how a range of media types will be integrated into the project, and through use of storyboards and navigation map demonstrate how the narrative and/or navigational structure will operate and where and when human computer interactions will occur.

In **Outcome 2** the candidate should demonstrate the use of a range of appropriate software applications in the creation and editing of a range of media assets including graphics, images, video, audio, animation and type. This may include bitmap and vector image-editing software, video editing software, animation software and audio editing software. The candidate must also demonstrate the use of an interactive media authoring application to produce the interactive media project and deliver it in an industry standard or appropriate format.

Opportunities for developing Core Skills

As they work to a brief candidates are required to use appropriate media creation and editing applications to produce a range of media assets, which must be imported into a interactive media project. An advanced level of skill in the use and manipulation of various software applications is, therefore, integral to achievement.

Higher National Unit specification: support notes (cont)

Unit title: Art and Design: Interactive Media

All elements of the Core Skill of Problem Solving, namely planning and organising, critical thinking, and reviewing and evaluating, should be naturally developed and further enhanced as candidates research information and apply theoretical knowledge to a complex practical task. Designing potential solutions, identifying and maximising all available resources and overcoming any potential difficulties will involve a high level of critical thinking. As they work towards delivering the completed interactive media project in an appropriate digital medium group discussion and peer review of issues may be useful to reinforce analytical evaluation of the process. Candidates should be encouraged to identify appropriate evaluative methods to measure achievement.

Open learning

Because of the practical nature of this Unit, delivery by Open learning is not recommended. Although this Unit could be delivered by distance learning, it would require a considerable degree of planning by the centre to ensure the sufficiency and authenticity of candidate evidence.

For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning* which is available on SQA's website: **www.sqa.org.uk**.

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (**www.sqa.org.uk**).

General information for candidates

Unit title: Art and Design: Interactive Media

This Unit will introduce you to interactive media as a tool for creative expression. You are encouraged to work with a range of media types (for example images, video, audio, animation) in an integrated and creative way and to experiment with ways in which a viewer of your work might interact with media (for example by using the mouse or keyboard).

In Outcome 1 you will interpret a creative brief. In order to do this you will need to undertake background research, including looking at examples of interactive media and researching the subject matter of the given brief. You will maintain a sketchbook for recording your research and organising your ideas so that you can discuss them with your class tutor. You will produce initial concept sketches in your sketchbook for your project and choose one of these to develop. You will develop your chosen concept in your sketchbook and explore all of the visual elements of your project in considerable detail. This will include use of static and animated visual elements, media types, interactions, linear and non-linear narrative, type styles, colour, layout and format and navigational structure.

In Outcome 2 you will realise your concept using appropriate software packages. You will work with a range of different media types, which will require the use of several different software packages (for example, graphics, video, sound editing). You will also use several different interaction styles depending upon what is appropriate to your solution (for example, point and click, drag and drop, keyboard input, mouse rollovers etc).

Your final interactive media project will be presented in a suitable medium.